

**COMBINED DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION**

As below-named inventors, we hereby declare that:

Our residence, post office address and citizenship are as stated below next to our names.

We believe we are the original, first and joint inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**IMPROVED ADVERTISING COMPLIANCE MONITORING SYSTEM**

the specification of which:

(check one)   x   is attached hereto

\_\_\_\_\_ was filed on \_\_\_\_\_ as Application Serial No.

We hereby state that we have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendments referred to above.

We acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a).

We hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed: None.

We hereby claim the benefit under Title 35, United States Code, §119(e) or §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, we acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

**U.S. Provisional Patent Application Serial No. 60/332,149, Filed November 21, 2001;  
U.S. Patent Application Serial No. 10/158,416, Filed May 30, 2002; and  
U.S. Patent Application No. 10/393,330, Filed March 20, 2003**

As named inventors, we hereby appoint: RONALD A. SANDLER, Reg. No. 23,066; H. DUANE SWITZER, Reg. No. 22,431; ALFRED E. HALL, Reg. No. 24,099; JAMES B.

RADEN, Reg. No. 24,594; LESTER J. SAVIT, Reg. No. 30,523; SANDRA B. WEISS, Reg. No. 30,814; DAVID L. WITCOFF, Reg. No. 31,443; JOHN A. MARLOTT, Reg. No. 37,031; JOSEPH H. GOLANT, Reg. No. 24,210; MARC S. BLACKMAN, Reg. No. 43,501; STACY A. BAIM, Reg. No. 44,534; MARK V. CAMPAGNA, Reg. No. 42,380; KRISTA S. SCHWARTZ, Reg. No. 42,134, and MATTHEW D. KELLAM, Reg. No. 48,442, who are with the firm of JONES DAY, as our attorneys, with full power of substitution and revocation, to prosecute this application and transact all business in the Patent and Trademark Office connected herewith.

We request that all correspondence be directed to:

Ronald A. Sandler, Esq.  
JONES DAY  
77 West Wacker Drive  
Chicago, Illinois 60601-1692

Please direct all telephone calls to Ronald A. Sandler (312) 782-3939.

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of first inventor: Gary L. Overhultz

Inventor's signature:  Date 9/18/03

Residence: 715 Forest Avenue  
River Forest, Illinois 60305  
U.S.A.

Citizenship: United States of America

Post Office Address: same as residence

Full name of second inventor: Gordon E. Hardman

Inventor's signature: Gordon E. Hardman Date 17 Sept. 2003 .

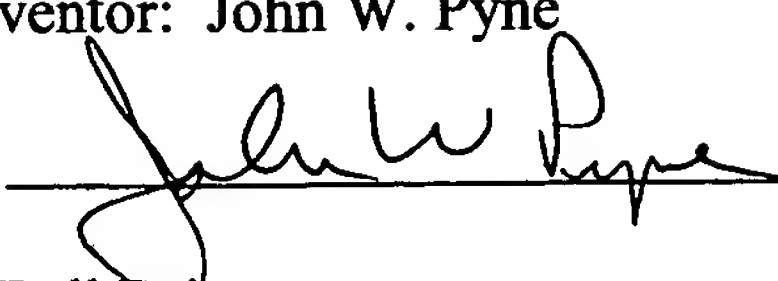
Residence: 3994 Promontory Court  
Boulder, Colorado 80304  
U.S.A.

Citizenship: United States of America

Post Office Address: same as residence

Full name of third inventor: John W. Pyne

Inventor's signature:

 Date 9/17/03

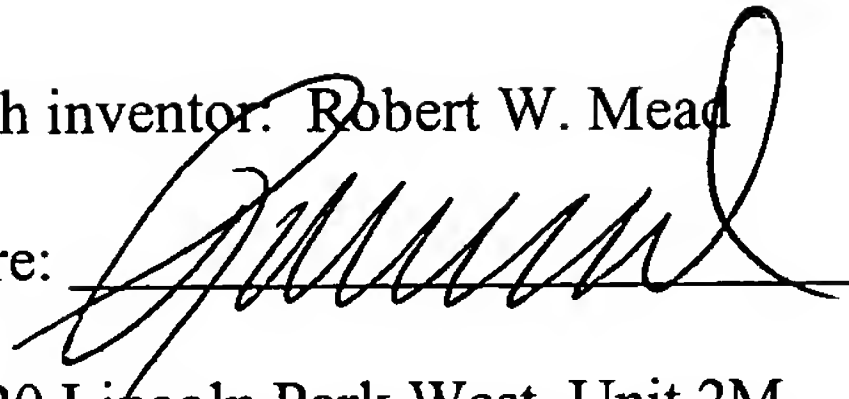
Residence: 1854 Bell Drive  
Erie, Colorado 80516  
U.S.A.

Citizenship: United States of America

Post Office Address: same as residence

Full name of fourth inventor: Robert W. Mead

Inventor's signature:



Date

9/16/03

Residence: 2020 Lincoln Park West, Unit 2M  
Chicago, Illinois 60602  
U.S.A.

Citizenship: United States of America

Post Office Address: same as residence

CHI-1377700v1